

CLAIMS:

1. A method of providing a user with information about a product or service, via machine-readable coded data disposed on or in a surface of an article, the method comprising the steps, performed in a computer system, of:
 - 5 receiving interaction data representing interaction of a sensing device with the coded data, the interaction data having been generated at least partially on the basis of at least some of the coded data being sensed by the sensing device as the interaction took place;
 - receiving location data indicative of a geographical location;
 - 10 determining, from the location data and the interaction data, the information; and
 - providing the information to the user.
2. A method according to claim 1, wherein the information is indicative of a location of a commercial entity.
3. A method according to claim 1, wherein the determining step includes determining
 - 15 that the article has been purchased.
4. A method according to claim 1, wherein the information is indicative of an inducement to buy the product or service.
5. A method according to claim 4, wherein the inducement is a price discount.
6. A method according to claim 5, wherein the price discount is only valid at an outlet
 - 20 of a commercial entity at the location.
7. A method according to claim 5, wherein the price discount is valid at any of a number of outlets of the commercial entity.

8. A method according to claim 2, further including the step of receiving, in the computer system, identity data indicative of an identity of at least one of the sensing device and the user.
9. A method according to claim 1, further including the step of receiving, in the computer system, alias identity data indicative of an alias identity of at least one of the sensing device and the user.
10. A method according to claim 1, the location data having been provided by the sensing device.
11. A method according to claim 10, the location data having been generated by the sensing device.
12. A method according to claim 1, the location data having been provided by a mobile communications device.
13. A method according to claim 12, the location data having been generated by the mobile communications device.
14. A method according to claim 11, wherein the location data is based on GPS location information generated by a GPS receiver in the sensing device.
15. A method according to claim 13, wherein the location data is based on GPS location information generated by a GPS receiver in the mobile communications device.
16. A method according to claim 10, the location data having been generated by a telecommunications network associated with the sensing device.
17. A method according to claim 12, the location data having been generated by a telecommunications network associated with the mobile communications device.
18. A method according to claim 10, wherein the sensing device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.

19. A method according to claim 12, wherein the mobile communications device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.
20. A method according to claim 12, wherein the sensing device and the mobile
5 communication device are integrated in a single device.
21. A method according to claim 13, wherein the sensing device and the mobile communication device are integrated in a single device.
22. A method according to claim 15, wherein the sensing device and the mobile communication device are integrated in a single device.
- 10 23. A method according to claim 17, wherein the sensing device and the mobile communication device are integrated in a single device.
24. A method according to claim 19, wherein the sensing device and the mobile communication device are integrated in a single device.
25. A method according to claim 1, the location data having been generated by a
15 telecommunications network associated with the sensing device.
26. A method according to claim 25, the location data having been derived using an Uplink Time Difference of Arrival technique.
27. A method according to claim 1, wherein the location data is received from a server, the server maintaining location data for a plurality of the articles based on last known
20 locations of the respective articles.
28. A method according to claim 1, wherein the providing step includes sending the information to an electronic address associated with at least one of the user and the sensing device.
29. A method according to claim 1, wherein the geographical location is an area.
- 25 30. A method according to claim 29, wherein the area is defined by a postal or zip code.

31. A method according to claim 29, wherein the area is a city, suburb or town.
32. A method according to claim 1, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of telecommunications network that forms at least part of a communication path via which at least one of the
5 location data and the interaction data are received in the computer system.
33. A method according to claim 16, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network.
34. A method according to claim 17, wherein the geographical location is an area at
10 least partially defined by a transmission footprint of one or more cells of the telecommunications network.
35. A method according to claim 1, wherein the coded data is indicative of an identity of the article.
36. A method according to claim 1, wherein the coded data is indicative of an EPC of
15 the article.
37. A method according to claim 1, wherein the providing step includes causing a printer to print the information.
38. A method according to claim 5, wherein the providing step includes causing a printer to print the information in the form of a voucher for obtaining the discount.
- 20 39. A method according to claim 4, wherein the determining step includes determining that the article has not been used to obtain the inducement.
40. A computer system for providing a user with information about a product or service, via machine-readable coded data disposed on or in a surface of an article, the computer system being programmed and configured to:

receive interaction data representing interaction of a sensing device with the coded data, the interaction data having been generated at least partially on the basis of at least some of the coded data being sensed by the sensing device as the interaction took place;

receive location data indicative of a geographical location;

- 5 determine, from the location data and the interaction data, the information; and
- provide the information to the user.